

# ***Wethersfield Tourism Commission***

## ***Meeting Minutes***

August 25, 2009

6:00 pm

- 1) Call to order - Chair Traczyk called the meeting to order at 6:06 pm
- 2) Roll Call – Members in attendance: Chris Traczyk, Jenna Delay, Charles Ford, Charlie Forsdick, Carol Hall, Elaine St. Onge and Katie Sullivan. Also in attendance: Jeff Bridges, Town Manager and Peter Gillespie, Town Planner.
- 3) Approval of minutes from June meeting – Elaine St. Onge motioned to approve the minutes, Charlie Forsdick seconded the motion and the vote showed all members in favor.
- 4) Open issues (Old Business)
  - a) New Brochure printing – Peter Gillespie reported that the revised brochures in the amount of 23,500 had been received.
  - b) Brochure Distribution Contract – Peter Gillespie reported that CTM is under contract through the end of 2009. It was suggested that the Commission should investigate brochure distribution through the visitor center starting in the spring if the budget allows.
- 5) New business – Mr. Ford noted his concern with the state of affairs in Old Wethersfield with the recent closure of Comstock Ferre, Sit N Knit and the need to focus upon supporting the remaining businesses and attracting new businesses into the area. A meeting with the stakeholders will be held in the near future to discuss the potential role for the Tourism Commission.
- 6) Reports – Subcommittees
  - a) Budget – Chair Traczyk reported that the Commission's budget was \$16,000 and some funding had been encumbered from last year to help pay for the brochures and their distribution
- 7) Reports – Affiliate Commissions/Organizations – The following reports were made:
  - a) Meeting Planners and Tour Operators – Katie Sullivan is working with the National Interpreters Group otherwise there were no new conventions to report.
  - b) Stakeholder Directory – Mr. Forsdick reported that this is almost complete and that he was working on the Berlin Turnpike businesses.
  - c) Wayfinding - Chris Traczyk reported that the subcommittee was meeting, had selected a designer and the design was being fine tuned.
  - d) Stakeholder Relations – Charlie Ford reported that a networking social was being planned for October 15 at 5:30 pm at J. Michael's Tavern.

- e) Website – Jenna Delay reported that website visits were down slightly, the larger events such as Cornfest, Cove Carnival and the Craft Fair were coming up and that she was working on some new ideas such as a Facebook page for both Tourism and the Farmers Market.  
Charlie Ford suggested that the WDS website is not linked to the Tourism website.
  - f) 375<sup>th</sup> Anniversary – Chris Traczyk reported that the Fireworks were a big success and the Parade was scheduled for September 27. The Commission will have the Trolley and a banner on the outside promoting the Commission.
  - g) Farmer’s Market – Jenna Delay requested some additional support for opening and closing the Market, the vendor participation has been good and will increase as the Fall approaches.
  - h) Public Relations – Charlie Ford noted that the Calendar section in the Courant has been without any reference to Wethersfield events.
- 8) Other Business – Chris Traczyk thanked the members for their thoughts and concerns during her recent loss.
- 9) Adjournment – Chair Traczyk adjourned the meeting at 6:46 pm.

Respectfully Submitted

Peter Gillespie

Town Planner